

**Provisional Product List for NAICS 541810: Advertising Agencies\***

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Industry Subject Area	Working Group Code	Tri- lateral Detail	English Title	English Definition	Product Exists in:			National Product Detail			NAICS Industries Producing the Product			CPC Codes
					C	M	U	C	M	U	Canada	Mexico	U.S.	
54181	1	X	Integrated marketing communication	Providing a full range of advertising services (including any combination of creative and production services; and media planning, buying, and research) plus marketing services (including any combination of public relations, market research, and sales promotion).	X	X	X				541810	541810	541810	83610 83121 83700
54181	2	X	Multiple advertising services	Providing any combination of advertising services such as creative and productive services; and media planning, buying, and research.	X	X	X				541810	541810	541810	83610 83700
54181	3	X	Advertising creative services, including graphic design services	Creating the basic idea for an advertisement, which includes drafting the words or copy that will appear in the ad or be spoken by an actor; designing the layout for a print ad or the filming sequence of a television commercial.	X	X	X				541810	541810	541810	83610
54181	4	X	Media buying	Buying space or time from the media on behalf of the advertisers or advertising agencies.	X	X	X				541810 541830	541810 541830	541810 541830	83620
54181	5	X	Full public relations services	Developing and implementing a communications strategy with various target sectors of the public to influence their attitudes and opinions in the interest of promoting a person, product, place or idea. Various sectors of the public includes community groups, constituents, minority groups, employees, investors, etc.	X	X	X				541810 541820	541810 541820	541810 541820	83121
54181	6	X	Sales Promotion	Developing plans for specific promotional activities or campaigns that stimulate consumer purchasing and improve distribution efficiency for a specific product. This may also include providing support services for implementing the campaign, such as coordinating the logistical and personnel requirements.	X	X	X				541810	541810	541810	83610
54181	6.1		Large-scale sales promotions	Developing and organizing large-scale promotions of products or services, generally at the national level and utilizing mass media, such as raffles and contests.		X	X		X			541810	541810	83610
54181	6.2		Ambulatory sales promotions	Developing and organizing sales promotions of products or services through use of personnel stationed at points of sale, in other public places, or going door to door.		X	X		X			541810	541810	83610
54181	7	X	Direct Marketing	Developing a strategy to send promotional messages directly to consumers, rather than via mass media. Includes methods such as direct mail and telemarketing.	X	X	X				541810	541810 541860	541810 541860	83610
54181	8	X	Marketing Research	Investigating all elements of the marketing mix, which includes product, place, price, and promotion.	X	X	X				541810	541810 541910	541810 541910	83700

\*\*\*" entries for NAICS codes in columns 12-14 and for CPC codes in column 15 indicate that the information is unknown or particularly uncertain at this time.

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					C	M	U	C	M	U	Canada	Mexico	U.S.	
54181	9	X	Other advertising services	Other services related to advertising, such as developing ad campaigns that use interactive media, conducting media verification, preparing competitive advertising reports, and producing advertisements for print, radio or television.	X	X	X				541810	541810 541820 541830 511192 512290 512113	541810	83610
54181	9.1		Interactive Services	Creating interactive media such as CD-ROMs, kiosks, and websites for advertising clients. This includes preparing the design and layout of Webpages, and the development, production, and distribution of CD-ROMs that contain information specified by the advertising client.			X			X			541810 514190	83610
54181	9.2		Media Advertising Verification	Conducting followup of the various media to ensure that advertisements are placed in accordance with the terms of the media contract.		X			X			541810 541820 541830		83610
54181	9.3		Competitive Advertising Reports	Preparing reports on the advertising that the competition is placing in the media, in terms of investment, rating, and strategy.		X			X			541810 541830		83610
54181	9.4		Advertising Production Services	Producing an advertisementt for print, radio, or television ,which may be reproduced and distributed, such as producing a radio or television advertising spot.		X			X			541810 512290 512113 511192		83610

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